

UNLOCK

THE POTENTIAL

CooperVision
advantage™



More than half of patients felt that a whole new world had opened up to them when they first tried contact lenses.



of contact lens wearers **experienced greater self confidence.**



86% of patients like being able to **pick and choose** between glasses or contact lenses depending on the situation.



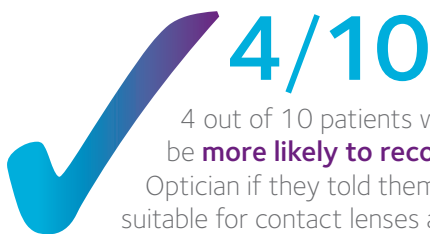
3 times more contact lens wearers felt happy when they first wore contact lenses, vs glasses wearers when they first wore glasses.



8 out of 10 patients feel that having both contact lenses and glasses gives them **the best of both worlds.**



8 times more contact lens wearers felt they **looked better** when they first wore contact lenses, vs. glasses wearers when they first wore glasses.



4 out of 10 patients would definitely be **more likely to recommend** their Optician if they told them they were suitable for contact lenses as well as glasses.



88% of contact lens wearers associate a sense of **freedom, confidence or adventure** with contact lenses.



CooperVision®

#unlockthepotential

Source: Consumer Insights Study, 2018
© 2019 CooperVision.

XSM4301